



# Annual Report

2015-2016



# Message from the President



By definition, FRP Canada's business is and indeed must be focused on service to members. Ensuring that FRP's fine legacy continues another 40 years in a financially stable, practical manner, means business modernization is paramount. As such it has been necessary to reduce some of the traditional activity during an anticipated 2 year organizational and infrastructure rebuild: we are perhaps half way along this road now.

A 2015 survey series is helping FRP Canada to understand the shifting demographics and family support needs members are experiencing at the community level, including gaps in research, evidence and training in behind the services offered at member centres. Equally important is understanding how we can best communicate regularly with each other to share experiential and program information as well as events and opportunities. 2014/15 was about preparing for a rebuild of our website (priority one for 2016/17), clearly defining our high level "Case for Support" FRP story and freshening up our brand. 2015 saw emphasis on animating our social media across more digital channels which, looking ahead, will be woven into our new website. Behind the scenes, a thorough digital needs assessment has positioned FRP Canada for the future.

With a modernized public face and social marketing support, FRP Canada aims to raise its profile for purposes of private philanthropy. We aspire to launch into new areas such as phone apps for post-program parenting or financial literacy tips and fresh professional certification opportunities by way of a future virtual institute. A member-only corner with an events calendar, an easily searchable archives and curated news from our field will at some point become a reality.

2015 also saw the start-up of a small social enterprise focused on printing and publishing. Anchoring this was a licence from the Public Health Agency of Canada to print and distribute the refreshed Nobody's Perfect Parenting Program (NPPP) on their behalf. A modern e-commerce capacity will make publications viewing and purchasing easier.

Change is never easy nor rapid. FRP Canada appreciates the patience and the kind investment of members' time over the past year. Together we can build a robust, modern association that will well serve FRP Canada members in the future.

**Barbara Lilico**, President  
FRP Canada Board of Directors

## FRP Canada Vision

A Canada where all children get the right start in life. (September 2015)

## FRP Canada Mission

To provide national leadership to a diverse network of those who support families raising children. (February 2014)

## Board of Directors

**Barbara Lillico, ON**  
President

**Sherry Sinclair, BC**  
Secretary

**Sevinj Safarova, ON**  
Treasurer

**Marnee Bruno, ON**

**Janice Nathanson, ON**

**Marie Wotton, MB**

**Marie Simard, QC**

**Pamela Geddes, AB**

**Deborah Boyd, NS**

**Beverly Digout, SK**

## Staff

**Kelly Stone**, FRP Canada's Executive Director has continued into her second year supported by:

**Claire Scanlan**, Director of Finance and Administration

**Kimberly McCarthy-Kearney**, Administrative Officer and Events Coordinator

**Rebecca Balcerzak**, Communications and Project Officer

**Gisell Castillo**, Research Assistant (PhD Candidate)

**Olivia Gauthier**, Administrative Officer

The staff has been supplemented by volunteers from the Universities of Carleton and Ottawa as well as interns from the Telfer School of Management. In fall of 2015, we said good bye to **Margaret MacAulay**.



# A Year in Review

## Canadian Society for the Prevention of Cruelty to Children (CSPCC)

After 40 years, CSPCC, a not for profit dedicated to empathetic parenting, has closed its doors. In 2015, FRP Canada was the beneficiary of the residual funds. Dr. Elliott Barker, CSPCC founder, defined their purpose as increasing the number of people in society with well-developed capacities for trust, empathy and affection: the early years being optimum for empathy development. FRP Canada greatly appreciates CSPCC's donation, including archives which will be made available to members and researchers.

## Case for Support

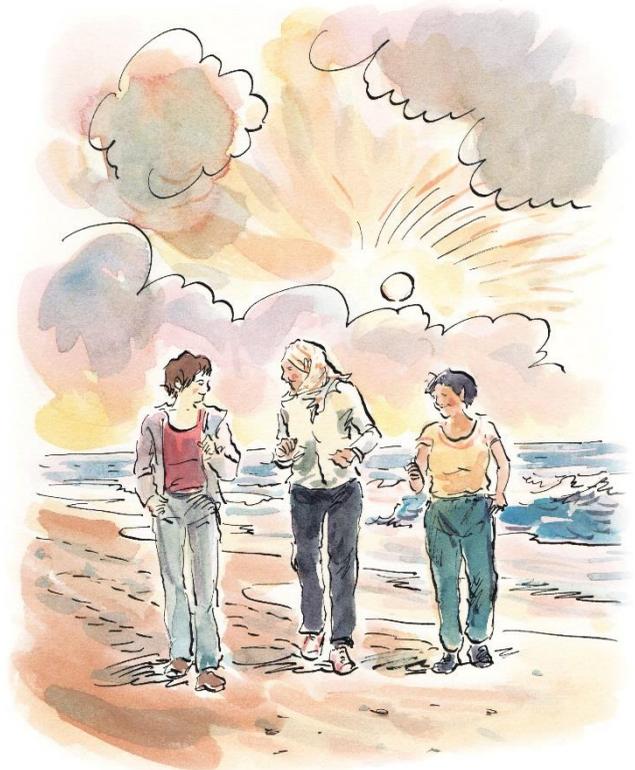
Through 2014/15 Innoweave ([www.innoweave.ca](http://www.innoweave.ca)) coached FRP Canada toward defining its intended impact and then creating a *Theory of Change*. This fiscal year, Manifest Communications ([manifestcom.com](http://manifestcom.com)) built on the *Theory of Change* to create a FRP Canada *Case for Support*. Manifest then worked with the FRP ED and Board to initiate related business planning and most recently, to fully animate the *Case for Support*. The associated professional mentoring has been immensely helpful to advancing the modernization process.

## CCFE Certification has ended

FRP Canada has made the decision to end the Certified Canadian Family Educator initiative. Those holding the designation have been notified that they may use it only until their current certification expires. As part of our longer term "standards" investigations, FRP Canada will be on the lookout for fresh options that reflect current human resource demands in the field of family support.

## Child Rights in the Community Context

The Child Rights in the Community Context newsletter is for anyone who works with children and families. This quick-read newsletter pulls material from the Canadian Journal of Children's Rights which is of interest to family support practitioners and their organizations. This newsletter is created in partnership with the Landon Pearson Resource Centre for the Study of Childhood and Children's Rights at Carleton University ([www.landonpearson.ca](http://www.landonpearson.ca)).



### **GST on Publications**

GST is now charged on every publication, please refer to our website for updated order forms. ([www.frp.ca/publications](http://www.frp.ca/publications))

### **Making Food Safe for All: A Needs Assessment of New Immigrant Mothers and their Families**

FRP Canada was successful in obtaining funding from the Office of Consumer Affairs for this project which will be undertaken over a period of two fiscal years. This research is being carried out by FRP Canada in collaboration with researchers in Ottawa and community partners across Canada. The goal of this study is to identify the information needs of both immigrant women and community service providers so that FRP Canada can later develop culturally appropriate food safety and nutrition tools and resources. Over the last year, six focus groups across Canada were conducted in three major urban centres with immigrant women. An additional four focus groups will be scheduled in the spring/fall in three major urban centres, followed by focus groups with service providers.

### **Web Redesign**

FRP Canada is essentially a virtual association therefore our website, along with our social media presence, is our public face. Following extensive planning and fundraising in 2014-2015, FRP Canada is ready to undertake the first of a multi-phase web overhaul that will build future capacities and fully integrate our social media. Imagine a bilingual, user friendly, visually attractive website with dedicated member space, a virtual institute, an e-commerce site and a calendar to facilitate events exchange. Thank you to members who shared their web vision with our planning team.

### **Membership Online**

Online membership renewal was introduced for fiscal year 2016/17 whereby members were linked from the home page to a log-in section and then presented with an online renewal form. Members were also given the option to renew via email or Canada Post with payment by cheque, credit card or PayPal. All of these options will be in place for future renewals.

### **National Family Week**

The theme for the 2015 National Family Week was *Families: the natural place for children to grow and reach their potential*. A child's potential knows no boundaries. FRP Canada and our community-based partners provide families with the resources they need to help their children grow and reach their potential together.

### **Partnership with Consolidated Credit Counseling Services of Canada Inc.**

FRP Canada has partnered with Consolidated Credit Counseling Services of Canada Inc. to assist individuals and families throughout Canada in ending financial crises and debt management problems with education and professional counselling. Through this partnership FRP Canada has held webinars focused on family financial literacy.

### **New Location!**

We are pleased to announce that our office was relocated from 331 Cooper Street to 150 Isabella Street, Suite 149 as of August 1<sup>st</sup>, 2015. This relocation offers us a far more functional space to facilitate our publication enterprise and encourages productivity.

### **Nobody's Perfect Parenting Program (NPPP) Publication**

In 2015, FRP Canada received a license to print and publish NPPP from the Public Health Agency of Canada. NPPP is an education and support program for parents of children from birth to age five, designed to meet the needs of parents who are young, single, socially or geographically isolated, or who have low income or limited formal education. To order, refer to our online order form ([www.frp.ca/nppp](http://www.frp.ca/nppp)).

### **Partnership with SmartSAVER.org**

FRP Canada has partnered with education savings advocate, SmartSAVER.org, to offer easily accessible and multilingual education savings resources, information and training. There is an online Canada Learning Bond application called Start My RESP (<https://www.smartsaver.org/startmyresp/FRP>). Through this partnership FRP Canada has held webinars on the transformative power of the Canada Learning Bond. This partnership will make it easier for FRP members to connect the families they serve to the Canada Learning Bond.

### **Webinars**

FRP Canada is pleased to have begun providing webinars this past year in partnership with SmartSAVER.org and Consolidated Credit Counselling Services of Canada Inc., both to support efforts in increasing levels of financial literacy of families throughout Canada. The webinars were well attended and plans to continue providing informative webinars are in progress.

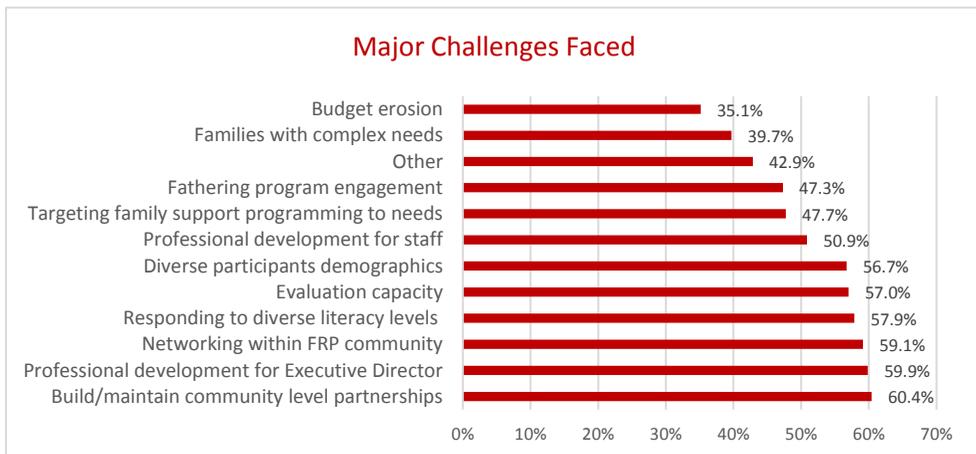
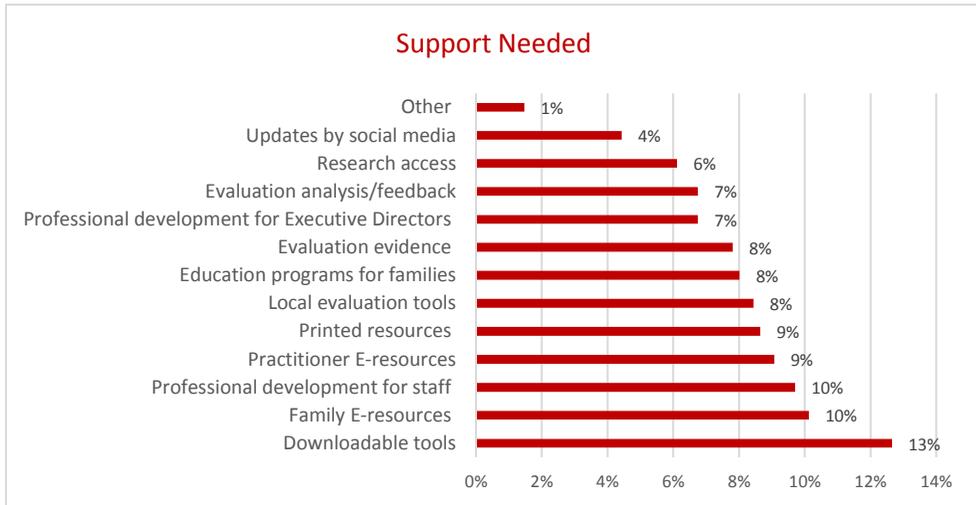


# Surveys

FRP Canada conducted a series of surveys to track shifting demographics and understand members' different family support needs at the community level.

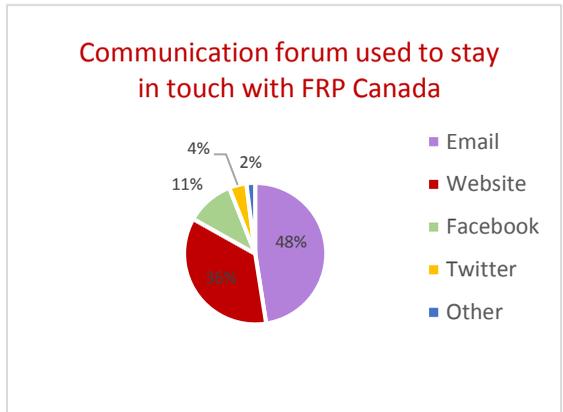
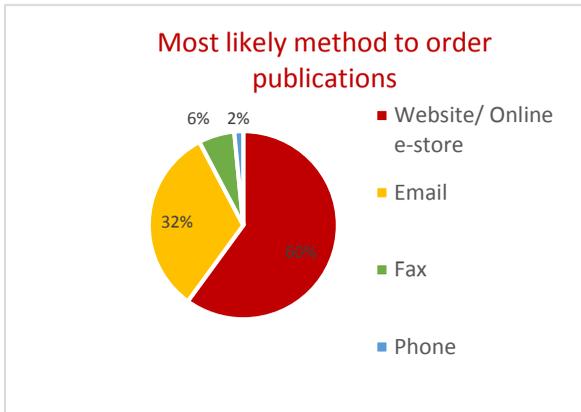
## Organizational Information Survey (2 part survey)

The organizational information survey was split into two mini surveys whereby community-based organizations were asked questions about the services they offered and challenges they faced. 219 members viewed the survey, 166 members started the survey and 76 completed, giving it a completion rate of 45.78%.



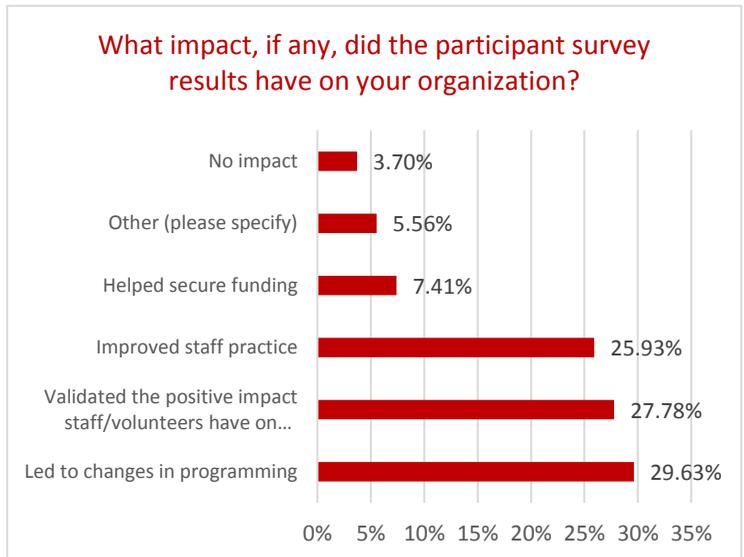
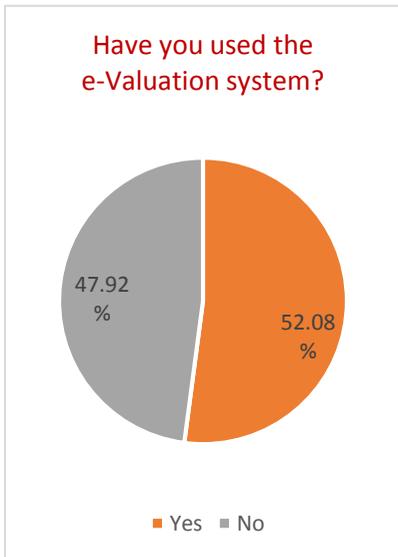
### Communications and Publications Survey

This survey asked organizations questions about modes of communications and publication purchasing habits. 127 members viewed the survey, 100 members started the survey and 64 completed, giving it a completion rate of 64%. Below is some of the key information gathered:



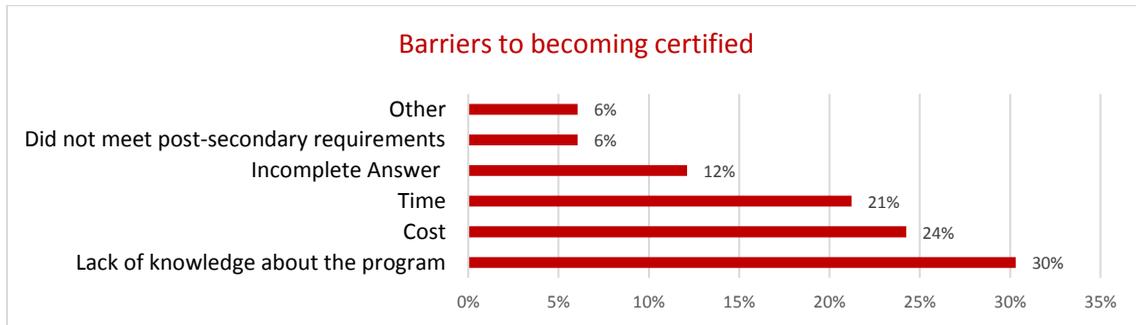
### e-Evaluation Tool Survey

This survey asked organizations questions about the e-Evaluation tool which will be used to make the e-Evaluation system more useful. Questions were asked about which parts of the e-Evaluation tool were useful and which were used the most. 66 members viewed the survey, 55 members started the survey and 41 completed, giving it a completion rate of 74.55%.



## Certified Canadian Family Educator (CCFE) Survey

This survey asked organizations questions about the CCFE program. 199 members viewed the survey, 144 members started the survey and 82 completed, giving it a completion rate of 56.94%.



## Thank You

FRP Canada is very grateful for the support of the following 2015-2016 funders.

Brookfield Partners Foundation  
 Children and Youth in Challenging Contexts  
 Dalhousie University  
 Citizenship and Immigration Canada  
 Halpenny Insurance Brokers  
 KPMG  
 McConnell Family Foundation

Ontario Trillium Foundation  
 Prosper Canada (formerly SEDI)  
 Public Health Agency of Canada  
 Gift Funds Canada  
 Office of Consumer Affairs  
 Canadian Society for the Prevention of Cruelty to Children (CSPCC)

## Financial Information

FRP Canada is committed to offering its members the greatest possible variety and quality of resources and services. This goal is achieved through efficient operations, conservative administration costs and effective use of funds. The full financial statements are available on [www.frp.ca/AboutFRPC](http://www.frp.ca/AboutFRPC).

### Revenue

Project Funding and Government Contributions	Publications	Membership	Training	Other
9%	76%	6%	8%	1%

### Expenses

Project Expenses	Salaries	Conference	Publications	Administration
9%	27%	4%	46%	14%

# Statement of Financial Position (as of March 31, 2016)

		2016	2015
Assets	Cash	414,689	78,000
	Term deposits	-	102,856
	Accounts Receivable	38,607	38,000
	Inventory	69,967	-
	Prepaid Expenses	7,020	7,061
	<b>Total Current Assets</b>	<b>530,283</b>	<b>225,917</b>
	Capital Assets (Property and Equipment)	2,224	-
<b>Total Assets</b>	<b>532,507</b>	<b>225,917</b>	
Liabilities	Accounts Payable and Accrued Liabilities	43,340	21,871
	Deferred contributions	18,100	19,544
	<b>Total Current Liabilities</b>	<b>61,440</b>	<b>41,415</b>
Equity	Unrestricted	290,621	6,280
	Invested in property and equipment	2,224	-
	Legacy Fund	45,877	45,877
	Contingency Fund	75,000	75,000
	Building Fund	57,345	57,345
	<b>Total Equity</b>	<b>471,067</b>	<b>912,894</b>
<b>Total Liabilities and Equity</b>		<b>532,507</b>	<b>225,917</b>

# Statement of Revenue and Expenses

Revenue	Project funding and government contributions	79,890	190,750
	Membership	51,954	67,389
	Philanthropic donations	72,550	59,846
	Publications	692,146	51,300
	Training	-	5,275
	Other	1,468	18,503
	Conference/Gala	-	119,939
	<b>Total Revenue</b>	<b>898,008</b>	<b>513,002</b>
Expenses	Salaries, benefits, and contracts	264,666	301,463
	Consultants and contracts	16,273	99,988
	Donations	24,207	-
	Travel/Accommodation	15,825	121,557
	Rent	28,182	29,799
	Office	22,424	19,960
	Publications	215,174	24,342
	Translation	2,763	6,452
	Professional Fees	10,109	13,497
	Telecommunications	7,003	8,409
	Amortization	2,718	891
	Insurance	2,099	2,018
<b>Total Expenses</b>	<b>611,443</b>	<b>628,376</b>	
<b>Net Revenue (Expenses) for the Year</b>		<b>286,565</b>	<b>(115,374)</b>

# Information and Resources from FRP Canada



[www.frp.ca](http://www.frp.ca)

About the organization  
Membership information  
Resources  
Information about current projects  
Directory of family resource programs across Canada



**Facebook**

Visit our Facebook page to see daily posts and articles on family support and child care. [www.facebook.com/frpcanada](http://www.facebook.com/frpcanada)



**Twitter**

Visit our Twitter page to see frequent tweets and updates.  
[www.twitter.com/frpcanada](http://www.twitter.com/frpcanada)



**e-Evaluation**

[www.frp-evaluation.ca](http://www.frp-evaluation.ca)  
Online evaluation system for family resource programs.



**Parents Matter**

[www.parentsmatter.ca](http://www.parentsmatter.ca)  
[www.parentsvouscomptez.ca](http://www.parentsvouscomptez.ca)  
Downloadable resources and links for parents and those working with them.



**Welcome Here**

[www.welcomehere.ca](http://www.welcomehere.ca)  
[www.bienvenuechezvous.ca](http://www.bienvenuechezvous.ca)  
Website for newcomers and those who support them featuring:  
Multilingual resources for parents  
Links and resources for organizations



**Images**

[www.frp-images.ca](http://www.frp-images.ca)  
Collection of 60 watercolours commissioned from Claire Fletcher that can be used at no cost for non-commercial purposes.



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